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THE MCA MONITOR

Volume II No. 3 March 1980

OAKS REPLACES FORSELL AS EXEC

Robert W. Oaks, Treasurer of the Montana Council on Alcoholism Board of Trustees and a resident of Glasgow, will replace James A. Forsell as Executive Director of the Council effective April 1, 1980.

Forsell, who joined the MCA staff in September of 1979, is resigning because of ill health, but will continue to work with the Council as his health permits. Forsell notified the MCA Executive Committee of his intention to resign in February, while still a probationary member of the MCA staff. Oaks was the first runner-up among more than 25 applicants for the position.

"I think it is a positive move for the Council," Forsell said. "It's best for me and the Council. Bob Oaks has been a very dedicated and committed Board Member. I am impressed with his administrative background and experience in private and publicly funded programs."

Prior to joining the MCA staff, Robert Oaks was employed at Glasgow AFB by Family Training Center, Inc. in the combined capacities of Director of Administration and Finance and Corporation Secretary/Treasurer. Family Training Center is a behaviorial modification institution for 200 disadvantaged families, operating with 135 staff members and a $4.5 million budget.

Oaks, a recovering alcoholic, has done private alcoholism consulting work with business and industry in establishing employee assistance and recovery programs, and in providing seminars dealing with alcoholism for business and the general public. While with Family Training Center, Oaks established an alcoholism recovery program for the Center, chaired an alcoholism review board, conducted college accredited staff training seminars on alcoholism and other chemical dependency, and did extensive counseling with alcoholics.

Oaks earned his undergraduate degree in business education from the University of Northern Colorado, and did graduate work in finance and economics at University of Colorado.

MONTANA RANKS 4th IN BEER SALES

Montana ranks 4th in the nation in per capita sale of beer and 12th in per capita sale of alcoholic beverages overall, according to figures released by the National Institute on Alcohol Abuse and Alcoholism (NIAAA).

Sales were up from 3.27 gallons of alcohol per person in Montana during 1978 to 3.65 gallons in 1979, though relative ranking remained the same.

Nevada led in per capita alcohol sales, followed in order by New Hampshire, Washington, D.C., Alaska, Vermont, Wyoming, Colorado, California, Arizona, Wisconsin, and Florida.

MCA WORKSHOPS CERTIFIED FOR CREDIT BY EMC

S.O.B.E.R. Project Director Curly Thornton announced that the Alternative Action workshop series sponsored by MCA was approved for credit by Eastern Montana College in late February. Thornton emphasized that there is still a non-credit option for participation in the three-day workshop.

Workshop participants who sign up for credit option may earn two hours of undergraduate or graduate credit by attending the workshop and then completing a number of additional requirements.

Additional requirements for undergraduate credit are a subjective essay test which amounts to 25 percent of the total grade earned. Graduate requirements include a ten-page paper plus the option to develop a school alcohol education curriculum, an employee assistance program, or conduct a seven-hour inservice seminar on alcohol abuse and alcoholism with schools, social service agencies, alcoholism service providers or other community groups.

The tentative Alternative Action workshop schedule lists workshops May 6-8 in Helena, May 20-22 in Kalispell, June 17-19 in Great Falls and July 15-17 in Missoula.

Contact MCA for additional information and detailed workshop agendas.

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TRACKING SYSTEM AIDS VRDP EVALUATION

As a Volunteer Resource Development Project (VRDP) funded by NIAAA, the Montana Council on Alcoholism began participating in a comprehensive funds and time accounting system in September of 1979.

During the first years of the VRDP program, NIAAA administered more than 40 VRDP projects in as many states. These projects were very different in organization and in goals and activities. NIAAA needed a means of comparing effectiveness and evaluating activities beyond routine quarterly reports and continuation grant applications.

With an eye toward justifying continuation of the VRDP Program to Congress, NIAAA contracted with Analysis, Management and Planning Inc. (AMPI), a Massachusetts-based consulting firm, to produce a Model Tracking System for use by individual state projects. The System was intended to provide comprehensive cost and time accounting for VRDP's and to enable NIAAA to determine how well VRDP's mobilized and utilized volunteers in the alcoholism field.

Central to the System is a set of "substantive program components" common to different state projects, including volunteer recruitment and training, volunteer resource inventory, coordination, public information and education, and advocacy for the alcoholism field. MCA staff compile a set of six monthly reporting forms about activities in each component area.

A program component update report shows what goals and objectives have been set and accomplished for the month. Weekly staff time summaries show how much time staff workers spend on each component. A funds origin and expenditure report show the source of all funding received by the Council as well as expenditures relevant to each objective. A funding distribution report shows the Council's operating expenses broken down by funding source. A program component support costs report shows operating costs according to the five categories of printing, telephone, office supplies, travel and postage. The program outcomes report details training workshops conducted, phone contacts, meetings, mailings, etc. relevant to each program component.

MCA has developed a variety of special forms to be completed daily as well as after meetings, training events, long distance phone calls, trips and other work activities related to the program components. In order to adequately separate costs, a copy machine counter key system was required, along with a postage meter, telephone log, purchase order system, and travel expense forms, mailing reports, public media utilization reports and more.

Although a great deal of staff time is consumed by compliance with the tracking system, the data colleted provides an important means of evaluation for Council activities. The data make it possible to conduct cost-benefit analysises on particular activities or approaches to determine which are the most effective in terms of time and money.

TELL IT TO THE MONITOR!

The Montana Council on Alcoholism, publishes the monthly MCA Monitor in an effort to keep members and friends of the Council informed about our activities and other events of interest to those concerned about alcoholism. We need comments from our readers on what we're doing right and what we're doing wrong. We want to know our readers' informational needs so we can include items that are useful and interesting to you in your volunteer work.

You can be an important link in the information chain by reporting on events related to alcoholism and alcohol abuse in your community. If you are planning an information event or other project in your home town, drop a note with the "Who? Where? When? What? and Why?" particulars to the Monitor. We can cover events in ad-Helena and in communities visited by MCA staff, but we need your input to know in advance about events in other communities.

In particular, what do you want to know more about? MCA staff activity? State agency plans and projects? Alcoholism prevention? Alcoholism treatment? Federal government legislation and plans? Community alcoholism programs? Accomplishments in other states or countries? Persons in the alcohol field? MCA Board Members? MCA policy statements? Statistics about alcoholism?

Send your questions, comments and suggestions to MCA, attention Monitor.

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NCA ALCOHOL & AGING COMMISSION NAMED

The National Council on Alcoholism has formed a Blue Ribbon Study Commission on Alcoholism and the Aging, chaired by Wilbur D. Mills, former Chairman of the House Ways and Means Committee.

Composed of alcoholism specialists and NCA policy-makers, the Commission is seeking to evaluate present knowledge about alcoholism and the aging, identify needs and issues, pose strategy options and disseminate information nationally to decision-makers.

Although people are living longer today than ever before, Chairman Mills maintains that society "pretends that elderly folks do not exist."

"We have all been caught napping," Mills said, "in terms of providing adequate care for those who may become alcoholic as a result of sudden inactivity after retirement, frustration and depression. It is a national disgrace that individuals who have contributed so much should become the victims of double-pronged stigma -- old age and alcoholism.

Commission member Dr. Sheldon Zimberg notes that the national primary peak prevalence of alcoholism occurs in the 45-55 year age bracket, with the secondary peak prevalence in the 65-74 year category.

BETTY FORD SPEAKS OUT

Former First Lady Betty Ford, guest of honor at a luncheon held late last year during the First National Forum of Women and Alcohol Related Problems at the Pan American Health Organization in Washington, D.C., posed the question: "How are others going to recognize the path to recovery (from alcoholism) if we keep it hidden from them?

"After all," she went on, "I, as a public person, did not hide away when I had cancer, and I'm grateful that the publicity resulting from my mastectomy was responsible for the many women who then went to their doctors and had examinations which may have saved their lives. Why, then, should I be ashamed to accept the fact that I (have) another disease which might once again be the means of saving other women's lives?"

The Forum was co-sponsored by NCA and the Women's Institute of the American University and was organized to reach women

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For Your Information

What to do About the Employee With a Drinking Problem, by Kenneth A. Rouse, Kemper Insurance Companies Public Relations Dept., Long Grove, Ill. 60049. 16 pp. Up to 50 copies free, additional copies 10¢.

This pamphlet was "prepared as an aid to business and industry to show how excessive costs can be reduced and valued employees retained through updated policies and procedures which utilize current knowledge about the disease of alcoholism.

Statements about the need for employee assistance programs made by business executives are presented along with statistics showing the improvement in absenteeism obtained by major companies which instituted programs, such as Allis-Chalmers, Great Northern Railway, and Du Pont.

Employer benefits such as elimination of excessive costs, retention of a majority of problem workers as satisfactory employees following treatment, and reduction of some areas of personnel problems are listed. The essential steps for establishing an employee assistance program are also included in a low key approach.

"The same principles apply here as for any other new company loss prevention program -- define the problem, get the best and latest information on how to handle it, work out a solution tailored to company structure, and plan how the program can be introduced smoothly and economically into existing company procedures. This is not a 'crusading' operation."

Also included is a capsule review of the characteristics of alcoholism and a listing of resource organizations, helpful publications and other sources of assistance in establishing employee assistance programs.

Cause and Defect: Fetal Alcohol Syndrome, by Pamela and Daniel Pawlak-Frazier, Do It Now Foundation, Institute for Chemical Survival, P.O. Box 5115, Phoenix, AZ 85010. 1978. 12-panel folder.

This folder presents a brief history of the subject and goes on to describe the problem, symptoms and its effects in

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LOCAL COUNCIL DEVELOPMENT WORKSHOPS

Montana Council on Alcoholism is planning a series of community alcoholism council organizational workshops during the week of April 21-25.

The workshops will be designed for attendance by MCA members, local volunteers, program representatives, community leaders and service organization members -- all key figures in efforts to attack alcohol problems. Tentative locations are Great Falls, Bozeman, Libby, and Kalispell.

Pam O'Shea of Science Management Corporation, a consultant group under contract with NIAAA, will assist MCA staff in designing and conducting the workshops during a five-day road trip through individual communities. Individual workshops will be adapted to the specific needs and interests of volunteers in each target community.

The purpose of the workshop series is to expand the number of active local Montana volunteer councils involved in the alcoholism field.

Workshop content will include community organization and program development skills, alcohol education and public information activities appropriate for volunteer councils, and volunteer and board member recruitment and training.

Those interested in participating in the workshops are invited to contact MCA so that schedules may be adapted to accommodate the greatest number of participants with minimum travel.

DEFECT - (from p. 3)

straightforward language.

"Drinking alcoholic beverages does more than just make the mother a little silly: each one of those drinks is hitting the unborn within like a chemical sledge hammer."

"The fetal alcohol syndrome is characterized by the occurrence of mental retardation, growth failure, and abnormalities in facial, anatomic, and physiologic features. These differences are found in almost half of the infants of chronically alcoholic women."

Major research findings of a study conducted at the University of Washington School of Medicine are presented, along with supportive findings from other studies in Vancover, Boston and Roumania.

According to Dr. Smith of the UW research team, "It wouldn't be so bad if it (FAS) just resulted in smaller size, but it affects the brain, destroying brain cells resulting in smaller brain size and mental deficiency. The brain never catches up afterward."

"Many of the children (as high as 43 percent) become wards of the state because of their mother's continued alcoholism. Even with the best of foster care and early infant stimulation programs, they remain in many ways handicapped."

The folder also includes an extensive bibliography of current publications on the subject.

FORD - (from p. 3)

leaders and about 30 national women's organizations. The keynote address was delivered by Senator Nancy L. Kassebaum. Others speakers included Congresswoman Lindy Boggs, Livengrin Foundation President Mercedes McCamberidge, and NIAAA Director John DeLuca.

The Forum featured panel discussions on cross-addition, rape and violent crime, family violence, special populations and model programs.

Membership Application

MONTANA COUNCIL ON ALCOHOLISM

616 Helena Ave. • Helena, Montana 59601 • (406) 442-5726

MEMBERSHIP CATEGORIES

Individual	
Student/Sr. Citizen	$ 5 ☐
Supporting	10 ☐
Contributing	25 ☐
Sustaining	50 ☐
Agency/Organization/Firm	
Supporting	$ 25 ☐
Contributing	50 ☐
Sustaining	100 ☐
Sustaining Donor	300 ☐

Dues Are Tax Deductable

Name _____
(Last) (First) (Middle) (Nick-Name)

Address _____
(Street) (City) (State) (Zip Code)

Occupation _____ With _____

Phone _____ / _____
(Home) (Business)

Affiliations _____

Are you interested in serving as a volunteer? Yes ☐ No ☐

Interests _____

Specific Concerns _____